A Synopsis of Proposed Research Topic

TOTAL QUALITY MANAGEMENT INITIATIVE IN SUPERMARKET: WITH SPECIAL EMPHASIS CUSTOMER RELATIONSHIP MANAGEMENT IN MAHARASHTRA

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Research Guide

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INTRODUCTION

Quality is the most significant aspect since the beginning of competitive era. To maintain quality, quality control department plays vital role. Quality control is not only required in manufacturing firms, but also required in supermarkets. HR management through various HR strategies such as HR planning, performance measurement etc carried out in manufacturing organizations or service industries but not in supermarkets. Supermarket is a niche market for all type of customers. HR management by considering total quality of H R and people can play crucial role in achieving total quality management process and customer relationship management in supermarkets.

HR managers are accountable for job creation and job design, recruiting high-quality employees, in addition to, core people management, disciplines of workforce and employee development. As quality can no longer be viewed as the responsibility of one department and considered as an organization-wise activity that permits all departments, at all levels including HR manager who is expected to play important role. Thus, the HR departments can attain TQM and CRM through various H R management activities (with special emphasis on workforce planning, performance measurement, employee satisfaction and people management) and bolster HR department in supermarkets. To achieve this purpose a practical approach such as questionnaire, survey of present day methodologies implemented, comparison of traditional and modern schemes used and

interviews of managers, employees and customers will be used to understand the structure of HRM in supermarkets.

STATEMENT OF THE PROBLEM

Total quality management is one of the outstanding tools emerged to help the supermarkets in enhancing the service quality and customer gratification. It is absolutely compatible in customer relationship environment. Customer retention has been one of the most significant phenomena in the work setting. Today, supermarkets are challenging with each other, not only to win the customers also to grab the customers from each other in a secure and honest circumstance. Today, supermarkets are encountering with mass of complaints, at the same time due to the complexity of business processes they suffer from lack of interactivity and they cannot retain their customer.

In this research project, using TQM and interactivity within the CRM environment with special emphasis on HR practices, researcher attempt to increase the level of customer retention.

To ascertain the role of HR management in supermarkets, can be considered as the main challenge or statement of the problem and therefore the statement of the problem of this research study is “to find a means of translating as well as considering the more challenging role of HR professionals in achievement of the TQM for supermarkets comprising potpourri of customers”. Researcher then provides a secure environment for myriad transactions comprising virtual or physical exchanges; and diminishes the level of customer complaints.

REVIEW OF LITERATURE

a) In his book, Ashwathapa K (2010), mentioned that "Total Quality Management (TQM) is an approach to the art of management that originated in Japanese industry in the 1950s and has become steadily more popular in the west since the early 1980s." The text in the book /Author also highlighted that, total quality is a description of the culture, attitude and organization of a company that aims to provide, and continue to provide, its customers with products as well as services that satisfy their needs. The culture requires quality in all aspects of the company's operations, with the things being done right first time, and defect less operations .

b) Subba Rao P (2007), quoted that, "TQM is an effective system for integrating the quality development, quality maintenance and quality improvement efforts through various HR practices of different groups of an organization so as to enable marketing, production and service at the most economical levels that allow for complete customer satisfaction". The text in the book evaluates that, HR management is an activity and process that involve the systematic identification of key positions which differentially contribute to the organization's sustainable competitive advantage, the development of high potential and high performing incumbents to fill these roles, and the development of a differentiated human resource architecture to facilitate filling these positions with competent incumbents and to ensure their continued commitments to the organization. Organizations can recognize that they must have the best

talent in order to succeed in the hypercompetitive and increasingly complex global economy. Along with the understanding of the needs to hire, develop, and retain talented people, organizations are aware that they must manage talent as a critical resource to achieve the best possible results of TQM

c) Parasuraman A., et al. (1985) cited that “Total quality management (TQM) system is being brought into the scenario to affect the logistical part of a supermarket's operations. However, it is ultimately the employee's competency, courtesy and responsiveness that impact the customer's shopping experience in the largest way. Thus the operations with employee’s involvement are found to be the most useful yet unable to quantify. The purpose of this paper, to zoom the each of the ten determinants namely: reliability, responsiveness, competence, access, courtesy, communication, credibility, security, understanding and knowing the customer and tangibles and each determinant in areas relevant to a supermarket scenario, and make propose recommendations on strategic decisions that can be made to improve the efficiency, effectiveness, productivity and excellence of the branch.

Perusals of literature suggest that, human resource management practices can influence the working ability of employees in supermarkets. However, comparative studies have not been performed in relation to HRM practices in order to achieve TQM and CRM in supermarkets. Therefore, findings or outcome from this study can provide data related to role of TQM and CRM initiatives and HRM in supermarkets.

OBJECTIVES OF THE STUDY

The study is planned to achieve the following objectives

- To study the role of HR management, as a new aspect of corporate HR function to achieve the TQM and CRM in supermarkets.
- To study the implementation of TQM and CRM in supermarkets with special emphasis on HRM practices.
- To evaluate various HRM practices in achievement of the TQM and CRM in supermarkets
- To study the employee involvement through TQM and CRM.
- To understand the role of HR manager in management of the performance of the supermarket and the impact of TQM on it.
- To establish an innovative ideas for the advancement of HR practices

SCOPE OF THE STUDY

In the past, human resource managers were often seen as playing a largely administrative role in their organizations, occupying staff positions that dealt with traditional functions, including hiring, training, salary and other benefits. But in the current competitive environment, human resource professionals must be equipped to deal with a much wider range of people-related functions such as business as well as leadership proficiencies. The demands are reflected in what are often described as the core competencies or the ‘knowledge, skills, and abilities required for human resource professionals. Whatever term is used, these requirements go well beyond

what traditional concept and considered essential for HR professionals in managing supermarkets.

I. Geographical scope: The geographical scope of the research study will encompass the samples from three districts of a Marathwada region Aurangabad, Nanded and Latur in addition to two metro cities Pune and Mumbai of Maharashtra state.

II. Operational scope: For the study of human resource practices in supermarket to achieve the TQM and CRM nearly 350 respondents will be selected as per the random sampling method.

III. Periodical scope: The study will cover the data from 2011 to 2014 (03 years).

HYPOTHESIS:

1. H_0: There is relationship exists among the dimensions of HRM practices and TQM in supermarket.

   H_1: There is no relationship exists among the dimensions of HRM practices & TQM in supermarket.

2. H_0: Supermarkets require HR manager's significant proficiency in achievement of CRM.

   H_1: Supermarket does not require significant HR manager's proficiency in achievement of CRM.

RESEARCH METHODOLOGY:

The research work is an exploratory and analytical research study. It will include one real case study. The methods adopted to collect research data will be as follows.

I. Primary data**:** Primary data will be collected through observation as well as by using questionnaire based survey method. Observations will be administrated on the various skills of HR professional, employees and personal discussion with the officials of supermarkets.

II. Secondary data**:** Secondary data will be collected mainly from the reports, memorandums, special industrial relation reports, articles from the books and journals.

III. Presentation of Data: Data will be collected through various methods such as, structured questionnaire, interview, and observations. Obtained data will be coded, classified and tabulated. Finally obtained figures will be represented in graphical form. The tabulated data will be analyzed by several statistical methods such as average methods and correlation analysis.

IV. Sample size: Selected sample has 350 respondents from various supermarkets of Marathwada region such as Aurangabad, Nanded, Latur in addition to Mumbai and Pune.

V. Selection of sample: It is based on random sampling method. Random sampling method will be used to choose a sample as per random basis.

The total sample size and selection of sample is as follows

Sr No	District	No of supermarkets	No of selected supermarkets	No of respondents
1.	Mumbai	25	5	70
2.	Pune	20	4	70
3.	Aurangabad	16	3	70
4.	Latur	05	1	70
5.	Nanded	08	2	70
	TOTAL	74	15	350

CHAPTER SCHEME:

Design of the present research study will be categorized as per following chapters

Chapter 1 Introduction and research methodology.

Chapter 2 Review of literature

Chapter 3 Impact of HR Practices on TQM

Chapter 4 Role of HR practices in development of CRM

Chapter 5 Analysis and interpretation of data

Chapter 6 Conclusion, findings and suggestions.

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